

offering an initial public offering (IPO) of the game environment when the activity of the player characters reaches a threshold.

**20.** The method of claim **19** further comprising:  
determining the value of all the assets collected by all of the player characters in the game environment;

determining a total value for the game environment based on the value of all the assets collected by all of the players in the game environment; and

determining a price point for shares in the game environment based on the total value of the game environment.

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